

**SALE NOW ON!**

Will last all next week, until Saturday night, October 23rd. The opening days broke all records in Louisa. Plenty bargains for all. Everybody come and get their share.

**ATTENTION!**

EVERY ITEM WILL BE MARKED IN PLAIN FIGURES, POSITIVELY ONE PRICE TO ALL. EVERYBODY COME AND COME QUICK. TELL YOUR FRIENDS AND NEIGHBORS AS THEY WANT TO SAVE TOO.

# GRAND FALL OPENING SALE

STARTED WITH A BIG RUSH

**WEDNESDAY, OCT. 13 7:30 A. M. SHARP**

**Lasts 10 Selling Days---Until Saturday, Oct. 23---Not An Hour Later**

In spite of the high prices that have existed so long, Jake will break the high cost of living. Remember this is right in the heart of the season when you need your Fall and Winter goods, when every merchant gets the highest market prices, but Jake is right now making a break in prices. But to realize what I will do you must set a day apart and come to the sale. Remember these prices mentioned are only good beginning Wednesday, Oct. 13th, until Saturday, Oct. 23rd. Now people it does not matter what anybody will say about prices. You will never know what goods is really worth until you attend Jake's sale. To give you an idea of prices read our price list then come. You will be convinced. Seeing is believing. Never in the history of my merchandising did I have as complete stock as I have now and never did I slaughter prices as much as I will now.

**MENS SUITS**

Corduroy two-piece Suits with  
values at \$15.95

**EXTRA SPECIAL**

Mens Khaki Pants \$1.98

**MENS SWEATERS**

Real good Sweaters, heavy weight, fine  
woven, positively worth \$2.50, at \$2.48

**MENS HOSE**

Mens Hose 18c, 21c, 42c, 59c  
Silk Lisle Hose are included in these prices

**LADIES PETTICOATS**

Ladies Petticoats in silk and sateen in black and  
colors, also white, at the most reasonable prices

**LADIES SHOES**

Ladies Shoes, vic kid, E. E. style  
black, worth \$7.50, at \$5.45  
One Black and Brown  
worth \$3.50, at \$2.95